

JOSEPH P. RILEY, JR. MAYOR



BARBARA W. VAUGHN DIRECTOR PUBLIC INFORMATION

1

FOR RELEASE: October 8, 2010

CITY BEGINS EDUCATIONAL AND ENFORCEMENT CAMPAIGN

During the period of December 2009 through July of 2010, there were 3 fatal collisions within the jurisdiction of the City of Charleston that involved an automobile and bicyclist. In each of those events, the injuries sustained by the bicyclist resulted in death. This is an undeniable statistic that draws attention to the often deadly interaction of these two modes of transportation, and one that must be addressed to avoid further loss of life.

Since July, city officials, staff and members of the biking community have met on several occasions in an effort to produce an educational initiative with the goal of affecting the behavior of motorists and bicyclists; in particular, when interaction between the two occurs. Several steps for improvement have been taken to date:

- ➤ The City of Charleston Bicycle Ordinance has been amended and enhanced to improve safety measures; particularly on the peninsula.
- ➤ Enhanced communication continues to occur between city officials and those involved in the bicycling community.
- > Safety issues relating to bicycle/motorist interaction have significantly improved and continues to evolve in a positive direction.
- > The City of Charleston is creating a Bicycle/Driver Education Campaign to begin soon

Beginning Monday October 11, 2010, and continuing through Sunday October 17, 2010, the City of Charleston will begin issuing "warning citations" for violations of the revised Bike Ordinance as part of the education initiative. Beginning on Monday October 18, 2010, Municipal Court Citations under both statues will be issued where deemed appropriate.

- ➤ Educational materials will be made available to the general public and those found in violation.
- ➤ This initiative will focus on the area west of King Street between Spring and Broad Streets.
- Motorists violating State Code (56-5-3230), Due Care and Caution Involving Bicyclists, will also be cited with a warning (where applicable) until October 18.

FOR MORE INFO: Barbara Vaughn, Director

Media Relations/Public Information Phone: (843) 724-3746 Fax: (843) 724-3734

Email: vaughnb@charleston-sc.gov